

# Notice of Allowability

Application No.

09/595,677

Examiner

JOHN VAN BRAMER

Applicant(s)

LAOR, RAVIV

Art Unit

3622

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the BPAI Decision dated May 22, 2008.
2. ☒ The allowed claim(s) is/are 1-3, 11 and 28-31.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
  - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

### Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

/Eric W. Stamber/  
Supervisory Patent Examiner, Art Unit 3622

**DETAILED ACTION**

***Allowable Subject Matter***

1. Claims 1-3, 11, and 28-31 are allowed.
2. The following is an examiner's statement of reasons for allowance: The Independent claims of the Applicant's invention are directed towards a system and computer network implemented method for managing promotions over a network. The invention includes a promotion server, a retailer's commercial server, and a consumer's client computer which are operable connected to the Internet. Said consumer's client computer can request from said retailer's commercial server a promotion (electronic token) and said retailer's commercial server responds to the request by automatically obtaining from said promotion server promotion authorization data for said promotion. Said retailer's commercial server whether to accept or decline the request, and the retailer's commercial server generates a script for a website frame having a predetermined signature with an electronic token or coupon that corresponds to that predetermined signature.

Gerace (U.S. Patent Number: 5,848,396) a customized advertising system in which psychographic and demographic profiles are used to determine whether or not advertisements are displayed to a user. In the teachings of Gerace a request for a promotion is received and a determination is made as to whether the advertisement is appropriate for the display to the user based upon the psychographic and demographic profiles (Col 2, lines 1-15; and Col 2, lines 30-35). The teachings of Gerace also disclose use of sponsor IDs associated with said promotions (Col. 12, lines 7-11). However,

Art Unit: 3622

Gerace does not disclose that automatically generating a website frame that has a predetermined signature and a coupon that also has a predetermined signature wherein specific data granting authorization for the promotion is obtained from a promotion server, and said retailer's commercial server determines whether to accept or decline the promotion based upon said specific data granting authorization. The distinction between the authorization of the Applicant's invention is that it uses predetermined signatures specifically authorizing the promotion and the disclosure of Gerace used user profiles to determine whether or not the promotion is appropriate for the user. Furthermore, Gerace discloses a client entering a request into a client computer to visit a website or following a link to another website where in promotions are displayed based upon the arrival to the requested landing page. Whereas the applicants invention requires that "retailer's commercial server responds to requests from said consumer's client computer for said promotion".

Any comments considered necessary by the applicant must be submitted no later than the payment of the issue fee, and to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is (571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

Art Unit: 3622

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

J.V.

/J. V./

Examiner, Art Unit 3622

/Eric W. Stamber/

Supervisory Patent Examiner, Art Unit 3622